

Measurement Workshop for Non-Direct Service Programs

Office of Fiscal Analysis/The Charter Oak Group, LLC

RBA Resource Team

Rev. 1 (9.24.10)

Results Accountability Decision-making and Strategic Planning

Trying Hard Is Not Good Enough

*How to Produce Measurable Improvements
for Customers and Communities*

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WEBSITES

www.resultsaccountability.com

www.raguide.org

www.charteroakgroup.com

BOOK ORDERS

www.trafford.com

www.amazon.com

What programs will benefit most from this workshop?



- Programs that do not entail the direct delivery of services to specific customers
 - Regulatory
 - Insurance and utility rates
 - Adjudicatory
 - UI Appeals
 - Preventative
 - Emergency preparedness
 - Administrative
 - Procurement of supplies or real estate
 - Policy and Advocacy
 - Commissions
 - Manage infrastructure
 - Maintenance of roads and bridges
 - Revenue generating

Critical Steps



- Identify your customers
 - Usually multiple customers (e.g., individuals, organizations, an industry or sector)
 - Often conflicting customer needs and agendas
- Identify purpose(s) of program for each customer
- Distinguish ultimate beneficiaries of activities from direct customers
- The usual RBA steps, including the population result, how well and better off measures, partners, what works and what you propose to do
- There may be value in connecting major policy issues with conflicting needs and agendas

Insurance Department



Purpose of program: Insurance industry regulation

- Protect consumers from misrepresentation, fraud and companies' failure to meet claims obligations

Customers:

- Consumers, insurance companies, insurance producers (agents)

How well

- % of complaints resolved within X days

Better off

- #/% of revoked licenses
- #/\$ of fines
- %/% of resolved fraud complaints

Emergency Preparedness/Management



Direct customers: people in the sites where plans have been developed, training has been conducted, or emergency response has been provided; the organizations that run the sites affected

Ultimate beneficiaries: people not directly receiving or participating in actions of agency, but who are safer as a result of the individual and cumulative actions of the agency

How well measures:

- Percentage of target site preparedness plans developed
- % of local first response personnel trained
- Response time in emergencies

Better off measures:

- % of sites with reduced risk
- % of residents living in communities with trained local first responders

State Lottery



**Customers: Players, merchants, taxpayers
(State Treasurer)**

Lottery players:

Better Off:

- #/rate of winners
- \$/rate of payout
- rate of gambling addiction for lottery players

Note: Addiction is a better off measure if you think addiction is inherent in gambling. Addiction could be a how well measure if you believe that there is a way to run the lottery that avoids addiction.

State Lottery



Taxpayers (or proxy):

Better off

- Amount of gross revenue
- Amount of net revenue (profit)
- Gross and net revenue as % of total state general funds
- Gross and net revenue per dollar of lottery operations cost (i.e., ROI)
- rate of gambling addiction for lottery players (true ROI would include costs of gambling addiction)

State Lottery



Merchants:

Better off

- Profit from ticket sales
- Percent of net income from ticket sales
- Non-ticket sales related to ticket purchases

Taxpayers, winners and losers, merchants:

How well and better off

- Customer satisfaction with lottery

Discussion



Thank You



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